

Taiwan Art Gallery Association announces fair plan of 2017

Taiwan Art Gallery Association (TAGA) announces the dates and planning of three art fairs in 2017. ART TAIPEI 2017 will be held from October 20th to 23rd in Taipei World Trade Center. KAOHSIUNG TODAY (Kaohsiung Harbor International Art Fair) will be held from May 12th to 14th in Kaohsiung Exhibition Center. ART TAICHUNG will be held from July 21st to 23rd, location to be determined. Entitled "*Art exchange platform connection program*" TAGA is plan to integrate the resources throughout the island to present the complete and diverse aspects of Taiwanese art and its mature and attractive art market to establish an international platform with great potential and unique vision toward Asian-pacific contemporary art scene.

- **Art exchange platform connection program presents new orientation and direction for the upcoming fairs in 2017**

Starting from KAOHSIUNG TODAY in May to ART TAICHUNG in July, TAGA's annual plan "*Art exchange platform connection program*" will be completed with the highlight event, ART TAIPEI 2017.

KAOHSIUNG TODAY 2017 will retain the general planning of its previous edition while further integrate Southeast Asian galleries to present their unique attribute toward contemporary art of the region. At the same time, KAOHSIUNG TODAY is going to open its door to emerging galleries and young artists, especially for galleries founded less than three years and for galleries that presents young creators in order to promote emerging artists and provide international galleries and collectors with opportunities to enter Taiwanese art market.

ART TAICHUNG will preserve its delicate atmosphere as a hotel art fair while keep stimulating the art market and provide potential collectors and the public with different points of view toward art collection and appreciation.

ART TAIPEI 2017 will continuously concentrating on academic and future development of the fair through the integrated network set up by the Asia-Pacific Art Gallery Alliance (APAGA) where Taiwan is currently the leading country to take on the role of leading cross-region exchange of contemporary art scene within Asian-pacific region.

Wide walkways and clear planning of circulation were the details warmly received by galleries and visitors. Accordingly, the planning of exhibition hall will still aim at presenting extraordinary visiting experience for visitors. Moreover, ART TAIPEI and its cooperation with the Ministry of Culture "Made in Taiwan Young Artist Discovery" program will respectively reach its 25th and 10th anniversary. Thus, ART TAIPEI 2017

will comb through the history of the development of art market in Asia-Pacific region and the transformation of ART TAIPEI during the years with feature exhibition. At the same time, ART TAIPEI 2017 will re-examine the creations of the winners of the "Made in Taiwan Young Artist Discovery" program and the future direction of the program.

With these three fairs of different orientations, TAGA expects to establish a complete platform for the exchange of contemporary artworks and to consolidate the concept of art collection.

➤ **TAGA to upgrade Collectors developing plan and Marketing & Communications strategy**

TAGA also launches the plans of strengthening its collectors developing plan and marketing & communications strategy. In addition to maintaining the existing relationships with international collectors, TAGA will also cooperate with private sectors and APAGA to urge the development of potential local collectors and the service for international collectors. The branding plan will be focusing on expanding cooperation with international fairs, strength the exhibitor development strategy and maintaining the relationship with international media so as to promote the three art fairs and to provide a more comprehensive service for galleries.

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